



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA  
Chief Executive Officer

April 25, 2013

To: Supervisor Mark Ridley-Thomas, Chairman  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: William T Fujioka  
Chief Executive Officer

Board of Supervisors  
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Third District

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Fourth District

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Fifth District

## 2013 CESAR E. CHAVEZ COMMUNITY SERVICE WEEK RESULTS

On January 15, 2013, on motion by Board Chairman Mark Ridley-Thomas, and Supervisor Gloria Molina, your Board proclaimed Cesar E. Chavez Community Service Week (Cesar Chavez Week) from March 25 through March 31 with the theme "Service to Others."

The following are results of the 2013 Cesar Chavez Week. We received feedback from department coordinators, employees, non-profit organizations, and department staff. A survey tool, which included written feedback, was used to obtain responses.

### NON-PROFITS AND DEPARTMENTS

The following non-profits and departments participated, offering multiple volunteer opportunities throughout Los Angeles County:

- Boys and Girls Club of Burbank
- Catholic Charities Community Services Center
- Chinatown Service Center (Child Development and Community Clinic)
- Elizabeth Ann Seton Residence – Family Shelter
- Heal the Bay
- Human Services Association (Home Delivered Meals, Adult Day Care Services, and Senior Nutrition)
- L.A. Regional Food Bank
- MEND (Meet Each Need with Dignity) – Clothing, Food, and Medical Departments
- Operation Gratitude
- South Asian Network
- The Center Long Beach
- Val Verde Sheriff's Youth Activity League
- Visual Communications

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- Weingart Center
- Weingart Center – Los Angeles YMCA
- Youth Collective Speak – Project Youth Green
- County Department of Animal Care and Control
- County Department of Parks and Recreation
- County Public Library

The Departments of Parks and Recreation and Public Library participated by providing educational information and special activities. The results are summarized below.

<b>Summary of Results:</b>	
• Total number of employees who participated	<b>600</b>
➤ Employees who volunteered at non-profits –	<b>410</b>
➤ Employees who volunteered at departments –	<b>190</b>
• Total number of departments that participated	<b>28</b>
• Total amount of virtual food drive donations	<b>\$1,913</b>
• Total amount of food donated to the L.A. Regional Food Bank	<b>4,293 lbs</b>

#### **BOARD DIRECTIVE**

As part of the Board's directive, the Office of Workplace Programs (WPP) conducted a comprehensive marketing campaign to promote the volunteer opportunities for Cesar Chavez Week. This included working with County departments to coordinate and support Cesar Chavez Week, expanding the list of volunteer opportunities with an emphasis on non-profit agencies, distributing the list to all County departments, and working with the CEO Public Information Office to promote awareness among County employees and the public.

WPP worked closely with the Public Information Office to publicize the free Cesar Chavez Week arts and cultural events to the public. The information was shared through the media, the County website, and marketing materials including posters and flyers. ABC-TV, Univision, Channel 54-Azteca, and various newspapers provided coverage of Cesar Chavez Week.

In addition, Cesar Chavez Week was promoted through countywide e-mail blasts, the County Digest, department newsletters, bulletin boards, the County intranet and internet ([mylacounty.gov](http://mylacounty.gov) and [ceo.lacounty.gov/wpp](http://ceo.lacounty.gov/wpp)), and Cesar Chavez coordinators who distributed packets in their respective departments. WPP held a training meeting for the Cesar Chavez coordinators on January 16, 2013 to explain the process and address any issues. WPP also worked with the Los Angeles Regional Food Bank to implement the

online food drive and food donations by County employees. Overall, the enhanced marketing efforts this year led to a 34 percent increase in participation compared to the number of employees that volunteered last year. There were 447 employees that volunteered in 2012 compared to 600 in 2013. The survey results are provided below.

### **SURVEY RESULTS**

#### ***Department Coordinator Survey (30 coordinators out of 71 responded):***

70% felt the event was worthwhile
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67% felt the application process was clear
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77% felt the confirmation process was clear
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63% felt the volunteer agencies or departments were appropriate
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Overall, coordinators appreciated the newly established process, but would like to see a more expanded online and regular food drives and a more detailed step-by-step process.

#### ***Non-Profit Survey (All nonprofits responded):***

53% felt the event was worthwhile
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60% felt the application process was clear
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93% would participate again next year
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Overall, the non-profits enjoyed having volunteers and would like to have them participate again next year. One suggestion was that the non-profits should provide employees with information which includes details about the volunteer opportunity (dress attire, parking, and special accommodations, if any).

#### ***Employee Survey (236 employees out of 600 responded):***

(Based on a 1-4 scale, 4 being best)
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72% rated the application process as "best"
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75% rated the confirmation process as "best"
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72% rated the volunteer opportunity as "best"
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28% of survey respondents participated in the Department of Parks and Recreation opportunities
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Overall, employees enjoyed participating in Cesar Chavez Week and were happy to be able to give back to the community. Many would like to participate more than one day, be provided with additional instructions on volunteer opportunities (parking and attire), and prefer an online application process.

Each Supervisor  
April 25, 2013  
Page 4

## **CONCLUSION**

Cesar Chavez Week continues to be an extremely worthwhile event for County employees, non-profits, and departments. It provides employees the opportunity to learn about nonprofit organizations and departments in the County of Los Angeles. It also gives them an opportunity to give back to their community and showcase public service in the spirit of Cesar Chavez. Many of the recommendations obtained from the survey results will be implemented for Cesar Chavez Week in 2014 to enhance the overall volunteer experience.

If you have any questions, please contact Eddie Washington at (213) 974-1347 or [ewashington@ceo.lacounty.gov](mailto:ewashington@ceo.lacounty.gov).

WTF:BC:FC  
EW:LP:mr

c: Cesar Chavez Coordinators

2013 Cesar E. Chavez Community Service Week Results (Board memo)